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Editor's Notes

American Woman's Society of Certified Public Accountants

American Society of Women Accountants

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Editor's Notes

We are pleased to present to our readers a "New and Improved" (we hope) *Woman CPA*. More people than we could name contributed their time, their advice, and especially their ideas, so we take this opportunity to thank all of them.

Two factors made the change in format possible: a new printer and a new advertising director. Our new printer, Woodland Publishing Co., Inc. of Bedford, Massachusetts, has many years of experience in the printing and publishing of professional and technical journals and has — to the editor's delight — assumed the responsibility for design, lay-out, and proofing, thus giving her more time for purely editorial work.

The increased costs resulting, understandably, from the change in format will be offset by advertising revenue, brought in by our new Advertising Director Hugh C. Hanratta. Mr. Hanratta has a B.S. in Economics and has been in advertising for almost ten years. He is a partner in Hanratta, McGrath and Associates, an advertising agency in Boston, and handles the advertising for several other professional and technical journals. We are naturally happy that so many fine companies have purchased space in this and future issues and encourage our readers to take advantage of the products, services and job opportunities offered by our advertisers.

With the new format a change in contents became possible. The editors have always known that our audience represents a wide range of professional interests. But, given the space limitations under the old format, all they could do was to publish articles on different subjects and then hope that every reader would find something to interest her. The institution of the three departments, Reviews, Tax Forum, and Theory and Practice, constituted an attempt to service our readers better and to meet the needs and interests of more of them.

In order to do our part in helping you to update your professional competence by providing you with the technical information you need, we are starting several new departments with this issue:

The *EDP Department* will be under the editorship of Dr. Elise G. Jancura, CPA. Her qualifications for this task include a joint appointment as Associate Professor in the Accounting and the Computer and Information Science Departments at Cleveland State University. In addition, Dr. Jancura was actively involved in the establishment of the university's Computer Center and worked for several years as a systems engineer with IBM Corporation. She has been a frequent speaker on computers and related subjects at annual and regional meetings of our societies.

The *Financial Statements Department* will be edited by Glenda E. Ried, CPA. She is well qualified to handle this department since her primary interest is in the financial accounting and auditing area. She has a bachelor's and a master's degree in accounting from the University of Toledo and is now an Assistant Professor of Accounting at that institution. Ms. Ried is well-known to our readers through her many articles in *The Woman CPA*, the last one appearing in the July issue.

The *Legal Developments Department* will be under the editorship of Dr. Patricia C. Elliott, CPA, who researched auditors' legal liabilities for her doctoral dissertation. After several years at the University of Texas at Arlington she is now Associate Professor of Accounting at the University of Washington in Seattle. Dr. Elliott is the author of several articles on taxation published in this and other professional journals and a frequent speaker on taxes, accounting matters, auditors' legal liabilities, and women's rights.

The *Small Business Department* will be edited by Barbara I. Rausch, CPA. Ms. Rausch is uniquely qualified for this task since she handled the Small Business Department in the Columbus, Ohio, office

of Peat, Marwick, Mitchell & Co. for many years. She left that position two years ago to work for one of her clients, Ohio Harvestore, Inc. But in May 1973 her entrepreneurial spirit won and she opened her own practice in Marysville, Ohio. As she says in her first column, she will feature "as many of the accounting-related and strictly business-oriented aspects of the 'Smalls' as possible."

We have several more ideas for new departments which we plan to introduce in the next issue. We also hope to feature *Letters to the Editor* in future issues, but that depends entirely on you. Please tell us what subjects you would like to read about in the present Departments and what new Departments would interest you. After all, this is your journal.

Appointments to the Editorial Board

Besides the above-mentioned appointments of departmental editors the presidents of ASWA and AWS CPA, Elizabeth A. Reid and Katherine M. West, CPA, made the following appointments to the editorial board: Alice E. Fort, CPA, of Ernst & Ernst in New Orleans, Mable W. Kitchen, CPA, of Price Waterhouse & Company in Cincinnati, and Henrietta Patterson, PA, of Cook Industries, Inc. in Memphis will fill the unexpired terms of Genevieve F. LaBarba, CPA, Barbara I. Rausch, CPA, and Dorothy G. Willard, CPA.

We wish to thank Ms. LaBarba, Ms. Rausch, and Ms. Willard for the time and the effort they gave to our journal while they were on the editorial board. We also want to thank L. Sue Ratliff, CPA, for her valiant efforts as our Advertising Manager.